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DATE: July 14, 2005

SUBJECT: Pellissippi State Technical Community College, Associate of Applied Science in Media Technologies with concentrations in Communication Graphics Technology, Video Production Technology, Photography and Web Technology

ACTION RECOMMENDED: Approval

BACKGROUND INFORMATION: The proposed new degree results from combining three existing Associate of Applied Science programs and utilizing courses from an existing technical certificate program in Photography.   The A.A.S. degrees in Graphics Technology, Video Production Technology, and Web Technology are being terminated.

The proposed A.A.S. in Media Technologies is designed to addresses workforce needs identified by local business and industry and responds to national trends indicating a growing demand for trained professionals with knowledge and experience in a variety of communication media.   The proposed program addresses the significant gap between opportunity and qualification in "new media" in the service area.   "New Media" is the result of merging traditional broadcasting and cable-casting technologies with the World Wide Web and is accomplished through the integration of once discrete media production processes.   This media encompasses the development, design, production, and maintenance of new media products as well as the delivery system, which is increasingly the desktop personal computer.   Production elements include programming, graphic design, audio and video production, editing, animation, content development, learning psychology, research, and Web design.

PROPOSED START-UP DATE: Fall 2005
Commission staff has reviewed program proposals according to the academic standards adopted by the Commission on November 14, 2002. Each standard is referenced below.

1.1.20A MISSION: The proposed program is consistent with the role and scope of the mission, offering technical education, health and public safety programs to citizens within their service area.

1.1.20B CURRICULUM: The proposed curriculum requires development of three new courses.   Completion of the curriculum requires 60 semester credit hours distributed as follows:

Curriculum Components	Credit Hours
General Education	15
Major Field Core	7-8
Concentration	38
TOTAL:	60

1.1.20C ACADEMIC STANDARDS: Admission, retention, and graduation requirements are the same as published in the institution's *Catalog*.

Projected Program Productivity

Student Projections	Full-time Enrollment	Part-time	Graduates
Year 1	150	128	63
Year 2	153	131	64
Year 3	155	133	65

1.1.20D FACULTY: Faculty in the existing program areas will provide instruction in the proposed Media Technologies program. One additional interdisciplinary faculty position and a laboratory technician were hired for 2004-2005 and are included in the financial projections for the proposed program. The need for an additional faculty position is projected for 2005-2006 and is fully grant funded for the initial year of the program with phased-in College contributions beginning in the second year of program operation.

1.1.20E LIBRARY RESOURCES: No additional resources are needed to support the proposed program. The college's library acquisitions coordinator reports that funds used for the existing four programs are adequate.

1.1.20F ADMINISTRATION/ORGANIZATION: The proposed new A.A.S. in Media Technologies will be located in the Department of Engineering/Media Technologies.

1.1.20G SUPPORT RESOURCES: None indicated.

1.1.20H FACILITIES/INSTRUCTIONAL EQUIPMENT: Significant funding has been provided by Title III for the renovation of instructional facilities and the expansion and upgrading of instructional equipment to support the proposed program. Per grant requirements, space renovations and equipment purchases will be completed prior to the initial year of program operation.

1.1.20I STUDENT/EMPLOYER DEMANDS: The proposed program reflects the convergence of media types to provide students, regardless of their chosen concentration, access to equipment, software, and cross-disciplinary techniques demanded by the nearly 100 small-to-large media-generating companies in Knoxville.
In addition to the well-publicized need for skilled Information Technology workers in general, the Media Technologies Ad Hoc Advisory Committee reports that the Knoxville area has specific unmet workforce skill requirements that will be addressed through the proposed program. Focus groups that participated in the Title III grant development process identified specific skill areas required and confirmed the need for cross training to meet local employer needs. The College's Placement Office reports that related placement rates were 100 percent last year for the three degree programs that will become concentrations in the proposed Media Technologies program. Student interest was confirmed through a survey in primarily first-year courses in the current program areas.

1.1.20J NO UNNECESSARY DUPLICATION: The proposed program is a reconfiguration of concentrations and programs being terminated in an effort to

provide a curriculum that will be more reflective of the needs of the media industry in the service area of PSTCC.

1.1.20K COOPERATIVE INSTITUTIONS: None indicated.

1.1.20L DESEGREGATION: The program will not impede the state's effort to achieve racial diversity.

1.1.20M ASSESSMENT/EVALUATION AND ACCREDITATION: The success and productivity of the proposed program will be based on the annual placement rates of graduates, student evaluations, performance funding program review and the Academic Audits. The progress of the program will be measured by the number of graduates in that become gainfully employed or continue their academic studies. Alumni surveys would be used for evaluating the success of the degree program. There is no accreditation agency for the proposed program and there are no SACS implications.

1.1.20N ARTICULATION: N/A

1.1.20O EXTERNAL JUDGMENT (Graduate Programs): N/A

1.1.20P COST/BENEFIT/SOURCE: It is anticipated that enrollment growth and operating efficiencies will occur as a result of the planned curriculum and organizational changes resulting from combining three existing A.A.S. degree programs. Significant funding has been provided by Title III for the renovation of instructional facilities and the expansion and upgrading of instructional equipment to support the proposed program. As per grant requirements, space renovations and equipment purchases will be completed prior to the initial year of program operation. Other expenditures including travel are included as part of the institution's matching contributions for the Title III grant.

FINANCIAL PROJECTIONS

TABLE 3. Estimated New Costs, Media Technologies Program 2005-2006 through 2009-2010					
	Year 1 (2005-2006)	Year 2 (2006-2007)	Year 3 (2007-2008)	Year 4 (2008-2009)	Year 5 (2009-2010)
Expenditures					
A. One – time:					
New/renovated space	--	--	--	--	--
Equipment	$4,000	$4,663	--	--	--
Library	--	--	--	--	--
Consultants	--	--	--	--	--
*Other	$21,414	$1,100	$17,575	--	--
Total for One-time Expenditures	$25,414	$5,763	$17,575	--	--
B. Recurring:					
Administration	--	--	--	--	--
Faculty	$56,936	$64,216	$67,436	$72,856	$72,856
Staff	$3,994	$5,990	$2,556	$19,968	$19,968
Benefits	$18,219	$22,376	$24,135	$29,704	$29,704
Equipment	--	--	--	--	--
Library	--	--	--	--	--
Travel	$3,600	3$,000	--	--	--
Other	--	--	--	$9,300	$9,300
Total for Recurring Expenditures	$82,749	$95,582	$94,127	$131,828	$131,828
TOTAL (A + B)	**$108,163**	**$101,345**	**$111,702**	**$131,828**	**$131,828**
2. Revenues					
State appropriations (new, FTE)					
**State appropriations (old)	$41,850	$41,850	$41,850	$41,850	$41,850
***Tuition/Fees	$202,202	$206,646	$208,886	$215,534	$219,978
Institutional Resources					
Grants/Contracts	$112,938	$54,325	$89,206	--	--
Gifts					
Other (in-kind donations, etc.)					
TOTAL REVENUES	**$356,990**	**$302,821**	**$339,942**	**$257,384**	**$261,828**

*Includes institutional contributions for miscellaneous expenditures from the Title III grant budget for digital cameras, computers and other non-equipment purchases.
**Amounts presented as "old" state appropriations include annual operating budgets for existing programs that will be combined into the proposed Media Technologies program.
***Based on projected FTE; assumes no increases in tuition and fees.

1.1.30 POST APPROVAL MONITORING: An annual performance review of the proposed program will be conducted for the three years following approval. The review will be based on goals established in the approved program proposal.